



Hampton, Virginia Geared Up for the Motorsports Industry

Presented by:

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Hampton Identified Their Strengths

- **Location**
 - **Technology Base**
 - **Excellent Labor Pool**
 - **Regional Automotive & Transportation Base**
- **Development Opportunities Available**

Profile on Targeted Industry... Motorsports

- High performance racing is the 2nd largest spectator sport in the US and #1 in Europe
- It's a technology-driven industry
- Top racing organizations
- Resources needed
- Seeking out cost savings for operations
- Localities with motorsport entities experience positive economic impact

Formed Strategic Partnerships



**NASA/Langley
Research Center**



Langley Full Scale Tunnel

**HAMPTON
VIRGINIA**

**City of Hampton's
Economic Development Department**



**Peninsula Alliance for
Economic Development**



Hampton Motorsports Technology Alliance

Hampton Motorsports Technology Alliance Accomplishments



- **United Kingdom delegation visit in 2001**
 - **Tunnel usage rate has increased**
- **NASA Technology Commercialization Program**

Media Relations Effort

- **National news release distribution**
- **Editorial coverage generated in targeted industry publications**
- **Third-party endorsements of Hampton's motorsport initiatives**
 - **Create awareness with targeted audiences**

Articles Generated

THE WALL STREET JOURNAL

Street & Smith's SPORTSBUSINESS JOURNAL

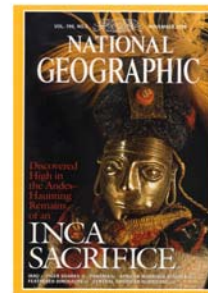
COAST TO COAST

HAMPTON, VA.

First Motorsports to conduct analysis

The city of Hampton's Department of Economic Development has awarded a contract to First Motorsports LLC to conduct a market analysis on the high performance automotive industry and the viability of developing Hampton as a center for motorsports technology. Over a 90-day period, First Motorsports will assess Hampton and the region's capabilities relative to the high performance automotive industry and related facilities.

Aerospace technologies power Formula One



From Wild Blue Yonder to Speedway

The Langley Full-Scale Tunnel in eastern Virginia was the world's largest wind tunnel when it opened in 1931. Orville Wright frequented the place: NASA's Mercury capsule underwent tests there. But the high cost of running it, budget cuts, and construction of an even larger facility at Ames Research Center in California led NASA to halt operations in 1995.

Now the 2.2-acre National Historic Landmark has a new operator, Old Dominion University, and a new job: testing NASCAR race cars (Geographic, June 1998). Engineers, crew chiefs, and builders of cars like those of Rusty Wallace and

Jeremy Mayfield (below) ship vehicles to Langley so that aerodynamics students can put the cars through their paces. "The name of the game is decreased drag, increased down

force," says Jim Cross, an ODU professor and the tunnel's manager. "The race car teams try to find ways to manage those forces to improve their track times."

TEXT BY BORIS WEINTRAUB



NATIONAL GEOGRAPHIC, NOVEMBER 1999

TUNNEL VISION

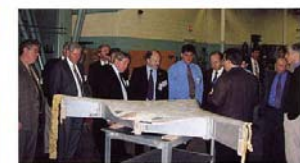


HAMPTON
VIRGINIA

Economic Link

A communique to promote and inform Hampton's business community

Formula 1 Motorsports Explore Technology Collaborations in Hampton



Foundation in Place to Launch Market Research

Frost Motorsports contracted to conduct Market Analysis
in the Spring of 2002



- Development potential
- Financial analysis
- Industry interest

What's on the horizon?

- **Present results of market analysis**
- **Expand partnership opportunities within the Hampton Motorsports Technology Alliance**
- **Develop Alliance website**
- **Pursue business and real estate development opportunities**
- **Maintain Hampton as the Motorsports Technology Capital of North America**



Performance Racing Industry

“Hampton... deserves notice. When you consider such organizations as the Old Dominion University’s College of Engineering and Technology, the Langley Full Scale Tunnel and the NASA Langley Research Center are located here, you can imagine the abundant tech expertise in the region.”

**John Kilroy, Editor
June 2002 Issue**